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Save the date!
Friday 27th June 2025



DREAM
BIG
DAY

Employer/Partner Comms Toolkit



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DREAM
BIG
DAY



Introduction

A new annual event set to become the most exciting day in the school calendar. Every school in the country has the chance to celebrate careers and encourage children to dream bigger!

Similar to "World Book Day," schools have the flexibility to customise their Dream Big Day to suit its unique needs and preferences. Schools can access our Dream Big Day Resources Hub for career related lesson plans, classroom resources, or even request a volunteer to support with activities on Dream Big Day.



careermap
MEDIA GROUP

DREAM
BIG
DAY

We're super proud that Dream Big Day this year is being sponsored by Barclay's LifeSkills and as employers and youth organisations, there's a range of ways that you can get involved too!



Empowerment

Dream Big Day aims to empower school students to dream big and envision a future filled with possibilities. We believe that every child has the potential to achieve their dreams, regardless of their background or circumstances.



Education

Education is at the heart of Dream Big Day, as we believe that knowledge is the key to unlocking future opportunities. By hosting Dream Big Day within your school grounds, you'll have the opportunity to collaborate with Careermap, our sponsors Barclays LifeSkills and Pearson, and our partners such as The Careers & Enterprise Company, Primary Futures, PiXL, Barnardos, and more.



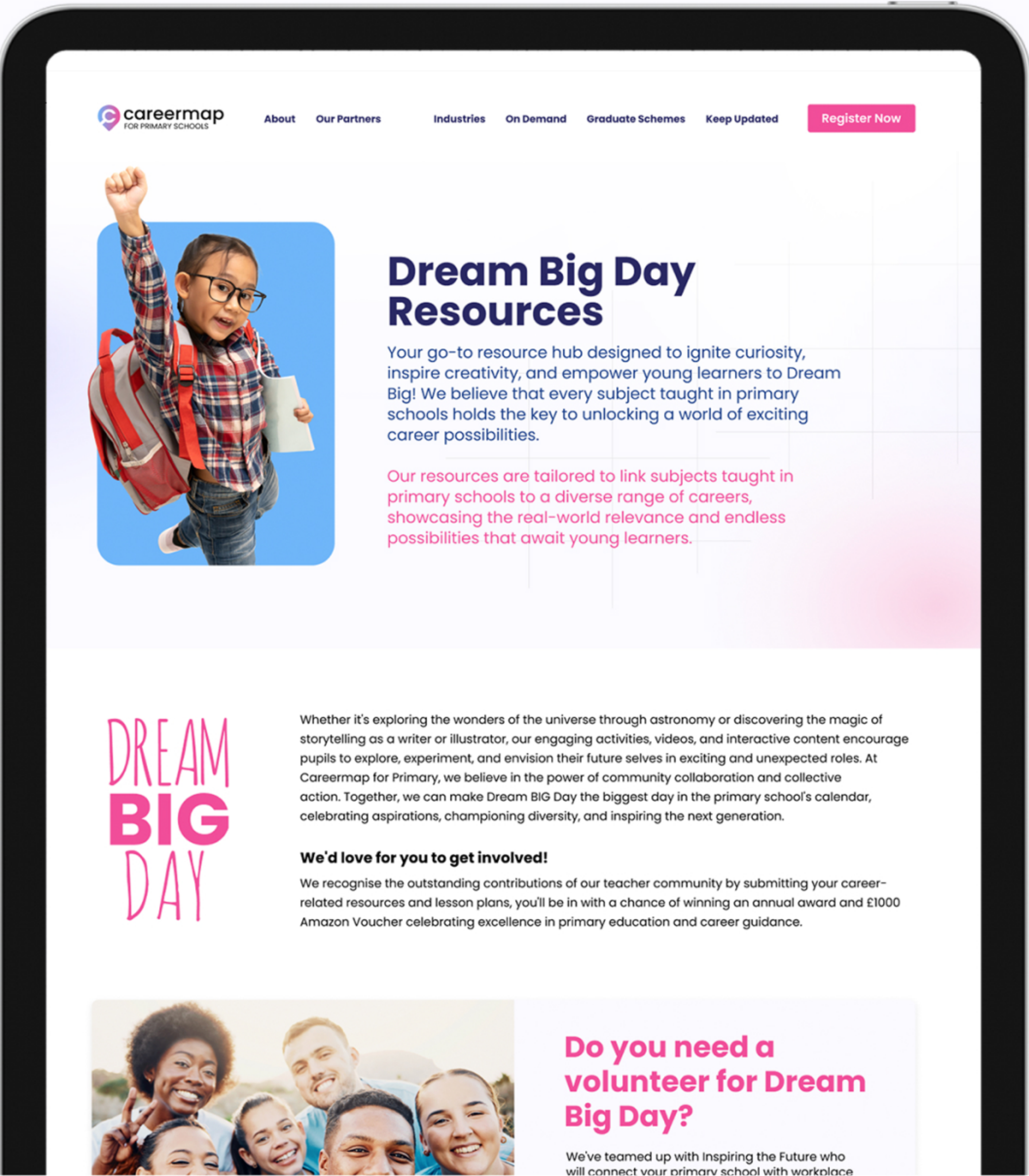
Exploration

Dream Big Day encourages students to explore a wide range of career paths and industries, sparking their curiosity and igniting their passion for learning. By exposing them to diverse career options, we aim to broaden their horizons, break gender stereotyping of careers and inspire them to pursue their interests.



Community Engagement

Dream Big Day brings together schools, parents, volunteers, employers and industry professionals to create a supportive and inspiring community dedicated to the success of every child. By fostering collaboration and partnership, we amplify the impact of Dream Big Day and create lasting connections within the community.



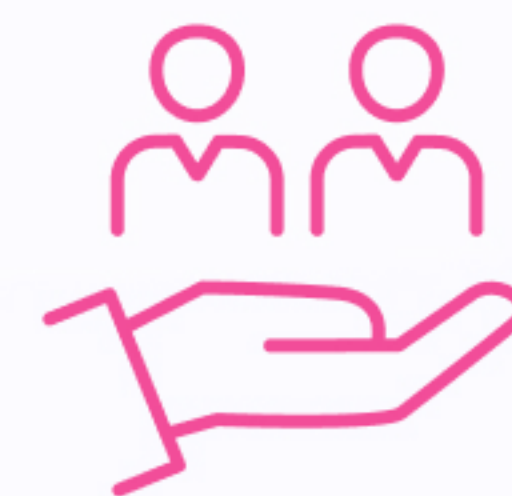
How can you get involved?

We'd love for you to get involved... Here are just a few reasons why it's important that employers and youth organisations join our mission to encourage children to Dream BIG!



Inspiring the Workforce of Tomorrow:

Through participation in Dream Big Day, employers can inspire and motivate young children by sharing insights into their industry, career paths, and professional experiences. By offering workshops, talks, or interactive sessions, employers can ignite passion and ambition, while breaking barriers to stereotyping of careers in the next generation of workers.



Fostering Skills Development:

Employers can contribute to the educational experience of young people by providing workshops or activities that focus on essential skills development. By offering hands-on experiences, employers can help students develop relevant competencies and prepare them for the future with confidence.



Building Community Relationships:

Engaging with Dream Big Day allows employers to forge meaningful connections with local schools, educational institutions, and community organisations. By demonstrating a commitment to supporting youth initiatives, employers can strengthen their ties within the community and cultivate valuable partnerships.



Investing in Future Talent:

Dream Big Day provides employers with a unique opportunity to engage with young talent at an early stage of their educational journey. By participating in this event, employers can identify and nurture potential future recruits, ensuring a pipeline of skilled and motivated individuals.

To get involved with Dream Big Day, employers can:

- Offer to host workshops or career exploration sessions at local schools or event venues.
- Develop relevant curriculum materials and resources for the Dream Big Day website that teachers can use and download on the day.
- Engage employees in volunteer opportunities or corporate social responsibility initiatives related to Dream Big Day.

Overall, by actively participating in Dream Big Day, employers can make a meaningful impact on the lives of young people, contribute to the development of future talent, and strengthen their reputation as socially responsible organisations committed to youth empowerment and education.



Be sure to share pictures on social media using the #DreamBigDay hashtag and tag @careemapnews

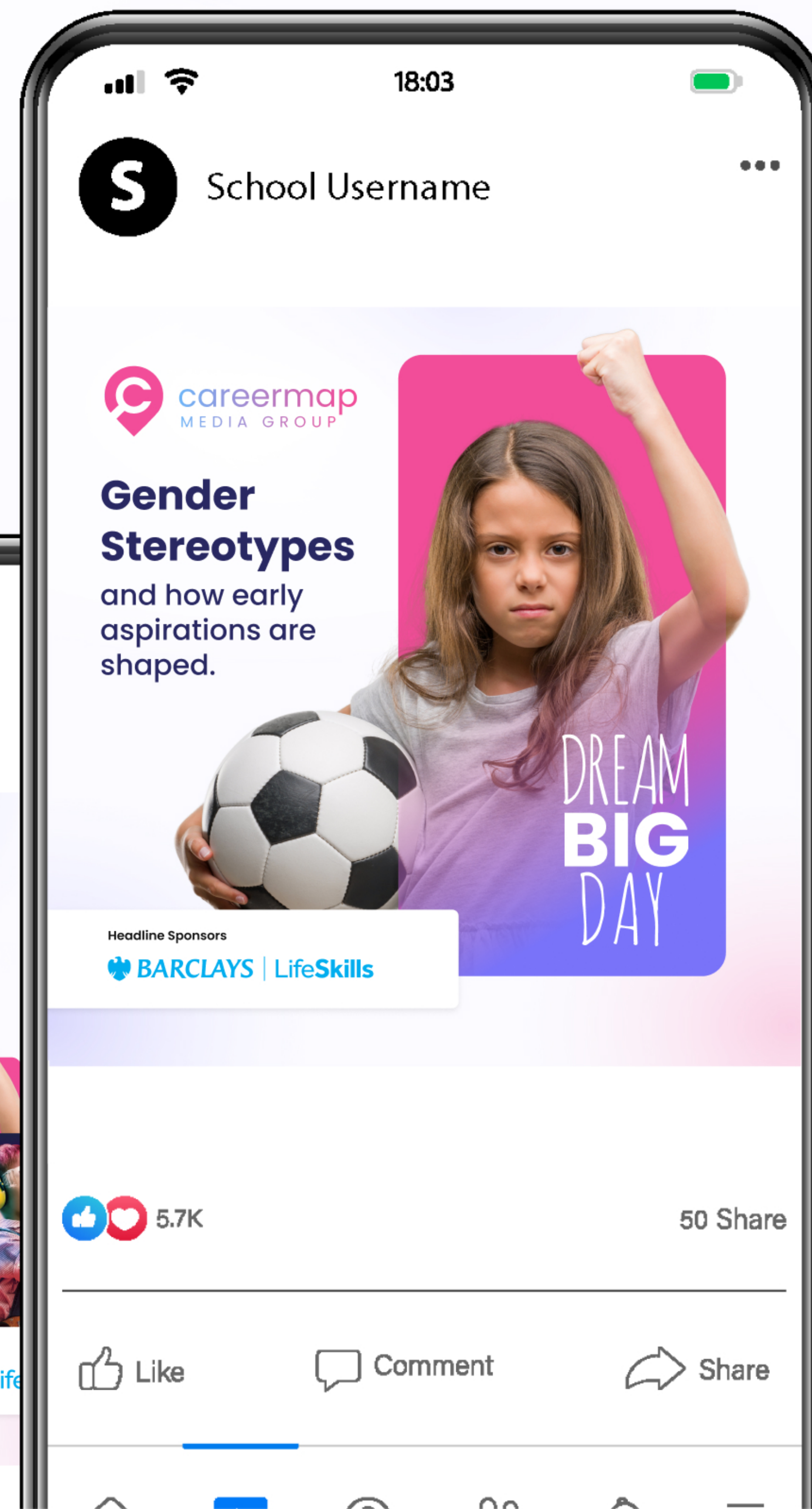
Media Kit

Branding assets

Images and content

Example posts

Press release
template



[Countdown images](#)

The purpose of these images are to generate excitement amongst your local community.

[Download our 'We're Supporting Dream Big Day' images](#)

The purpose of these images are to highlight that your organisation is committed to the future of pupils and career-related learning.

[Download template posts](#)

You can use these posts on your social media channels to save your organisation time and to quickly and easily share information about Dream Big Day with your communities. Please feel free to edit them if you prefer.

[Download our logos](#)

Show your dedication to future aspirations: Download our badge

Ensure your dedication to pupils future aspirations shines through by downloading our Dream Big Day badge. Incorporate it into your website, communications, press releases, and social media posts to highlight your organisations commitment to:

Promoting aspirations: Dream Big Day encourages children to set ambitious goals, and fosters a positive attitude towards learning and personal development. By displaying the badge, your organisation signals their alignment with these values and initiatives.

Building Relationships: Displaying the badge can foster positive relationships with schools, educational organisations, and community groups involved in Dream Big Day. It demonstrates your organisations support with the broader community, which can lead to valuable partnerships and collaboration opportunities.

Diversity & Inclusion: Participating in Dream Big Day with a focus on diversity and inclusion provides employers with an opportunity to create inclusive spaces where young people from diverse backgrounds feel welcome and empowered to explore their potential. This can help break down barriers and stereotypes, fostering a culture of inclusivity from a young age.

Creating Emotional Connections: Engaging with primary school children through Dream Big Day allows employers to create emotional connections that resonate with children and their families. By offering fun, interactive, and meaningful experiences, employers can foster positive emotions and associations that strengthen their brand identity and differentiate them from competitors.



Press Release Content

[Date]

Empowering Young Minds: [Organisations name] Join Dream Big Day to Inspire the Next Generation

[Your Company Name] is excited to participate in Dream Big Day on Friday 27th June 2025, an innovative initiative launched by Careermap. This event is designed to inspire and empower young children to dream big and explore exciting career opportunities. Employers, alongside schools, parents, teachers, volunteers, and industry professionals, are encouraged to be part of this transformative event.

Dream Big Day, sponsored by Barclays LifeSkills, aims to empower pupils to:

- Explore their interests, discover their passions, and envision a future filled with opportunities.
- Break barriers of gender stereotyping in careers.
- Promote a diverse and inclusive workforce for the future.
- Foster dreaming big and achieving potential.
- Instill confidence in every child.

Through interactive workshops, engaging activities, and inspirational talks, children will have.....

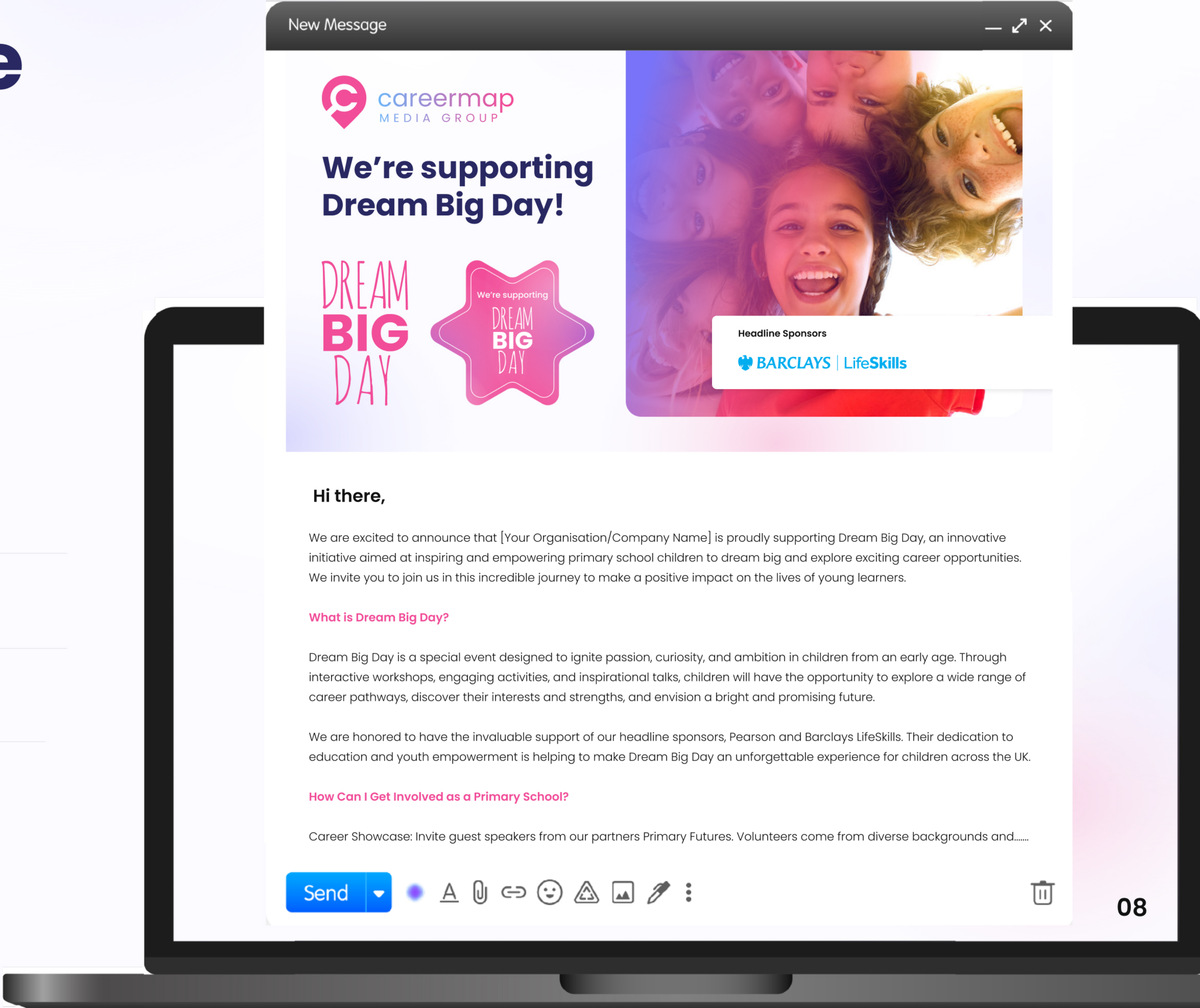
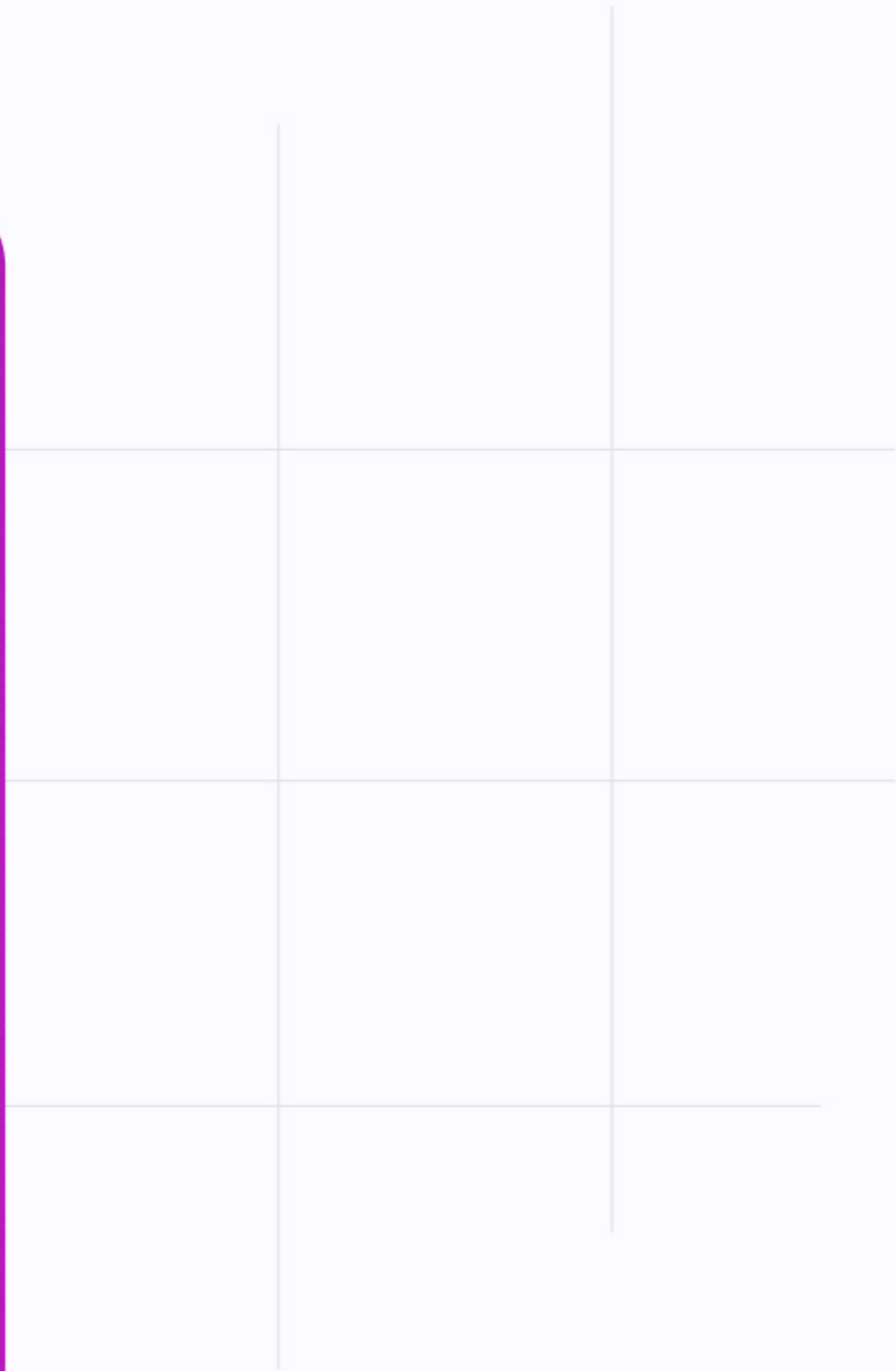
[Download our press release template](#)



Email Template

[Download our email content template](#)

[Download our leaderboard banners](#)



Our Partners



Sponsor

Barclays LifeSkills is dedicated to preparing primary school pupils for their future careers. Our suite of curriculum-linked resources for pupils aged 7+ are designed to build ambitions and aspirations by teaching children about the core transferable skills needed for the workplace and exploring a range of careers and industries.

As part of our commitment to empowering young minds, we are proud to be sponsoring Dream Big Day. This initiative aligns perfectly with our mission to help young people develop the skills and confidence necessary for today's rapidly changing work environment.

Join us in celebrating Dream Big Day and let's make a lasting impact together!



As the professional body for career development across the UK, the Career Development Institute (CDI) is proud to partner with Careermap for Primary and support their work to broaden children's views of their future career choices. There is growing recognition that careers education needs to start at primary school, encouraging children to think about future careers early, while nurturing their aspirations and challenging stereotypes. Our Vision is; "For every individual to realise their career potential so they can enhance their wellbeing and fully contribute to the economy and society."



The Department for Education is responsible for children's services and education, including early years, schools, higher and further education policy, apprenticeships and wider skills in England.



PiXL is the UK's largest education leadership network, working across Key Stages 1 to 5, aiming to improve life chances and outcomes, influence school leaders and equip them to be agents of change. In PiXL Primary, the PiXL Futures package has been developed in collaboration with Primary Futures, which aims to develop pupil aspirations and tackle stereotypes through early career-related learning. The resources – for Key Stages 1 and 2 – focus on the importance of developing characteristics, like compassion or teamwork, which is brought to life with films recorded by workplace volunteers. For more information about PiXL, visit www.pixl.org.uk



OnSide is a national youth charity that champions youth work and believes all young people deserve access to opportunities. Our mission is to empower young people to lead positive, fulfilling lives by providing access to incredible spaces and exceptional youth work, delivered by outstanding people, where they are needed the most.

To achieve this, we raise the funds to build a national network of state-of-the-art, multimillion-pound Youth Zones in the UK's most economically disadvantaged areas. These youth centres, we call Youth Zones, are staffed by skilled and dedicated youth workers who truly believe in young people – helping them see what they could achieve, and giving them the skills, confidence and ambition to go for it.



Primary Futures connects primary schools for free with diverse workplace volunteers to take part in aspirations activities and talk with children about their jobs. Fun and interactive sessions with volunteers help to broaden horizons, challenge stereotypes and link learning to the wider world. Developed with teachers and run by national charity Education and Employers in partnership with the National Association of Head Teachers (NAHT), schools can register for free at www.primaryfutures.org or contact enquiries@inspiringthefuture.org for help getting started.



Set up by government in 2015, our mission is to help every young person to find their best next step. We are the national body for careers education in England, supporting schools and colleges to deliver modern, 21st century careers education.

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Get in touch: info@careermap.co.uk